

Message Text

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ACTION NEA-10

INFO OCT-01 AF-08 ISO-00 EB-07 /026 W
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R 181408Z DEC 76
FM AMEMBASSY KUWAIT
TO SECSTATE WASHDC 6866
IIKO RUEHDC/USDOC WASHDC
AMEMBASSY ABU DHABI
AMCONSUL ALEXANDRIA
AMEMBASSY ALGIERS
AMEMBASSY AMMAN
USINT BAGHDAD
AMEMBASSY BEIRUT
AMEMBASSY CAIRO
AMCONSUL CASABLANCA
AMEMBASSY DAMASCUS
AMCONSUL DHAHRAN
AMEMBASSY DOHA
AMEMBASSY JIDDA
AMEMBASSY KHARTOUM
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
RUFHRSAXAMCONSUL ORAN 01
AMEMBASSY RABAT
AMEMBASSY SANA
AMCONSUL TANGIER
AMEMBASSY TEHRAN
RUU AD/AMEMBASSY TEL AVIV 698
AMEMBASSY TRIPOLI
AMETGASSY TUNIS

UNCLAS KUWAIT 5832

E.O. 11 52: N/A
TAGS: BEXP, KU
SUBJECT: PROPOSED MARINE EXPOSITION TO THE NEAR EAST
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REF: STATE 302154

1. KUWAIT HAS JUST BEEN VISITED BY A JAPANESE "FLOATING
FAIR" VERY SIMILAR TO CONCEPTION OUTLINED IN REF.
SHIP, A SPECIAL VESSEL OUTFITTED FOR TRADE FAIRS, STAYED

IN KUWAIT FROM DECEMBER 12 UNTIL 14. VISITS WILL INCLUDE DOHA, ABU DHABI, JIDDA, ALEXANDRIA, AND STOPS IN EWFTERN EUROPE. FAIR VESSEL CONTAINED NUMEROUS, IMPRESSIVE, DISPLAYS FROM VARIOUS JAPANESE EQUIPMENT COMPANIES AND TRADE ASSOCIATIONS: SANYO, NATIONAL, SUMITOMO, NISSO-IWAI, ISHIKAWAJIMA HARIMA, EHK. EMBASSY FEELS THAT JAPANESE EXPERIENCE PROVES USEFUL IN ASSESSING PROPOSED WMS EXPOSITION, AND NOTES FOLLOWING POINTS: A) ACCESS DIFFICULTIES TO CONGESTED AND EXTREMELY BUSY SHUWEIKH PORT (ONLY ONE ENTRANCE, SHIP BERTHED FAR FROM ENTRANCE) LIKELY INHIBIT PARTICIPATION. EMBOFFS ATTENDING OPENING EVENING RECEPTION NOTED COMPARATIVE ABSENCE OF KUWAITIS. CERTAINLY NO "SHAIKHS, PRINCES, AND MINISTERS" (REF, PARA 3) SHOWED UP. B) WE UNDERSTAND FROM JAPANESE DIPLOMATIC REPS THAT SERIOUS DIFFICULTIES WERE ENROUNTERED IN ARRANGING FAIR. ONE JAPANESE EMBOFF SAID THAT ALTHOUGH GOK MINISTRY OF COMMERCE AND INDUSTRY HAD GIVEN APPROVAL FOR FAIR AND WERE GENERALLY COOPERATIVE, MINISTRY OF COMMUNICATIONS (RESPONSIBLE FOR PORT) WERE NOT EVEN INFORMED OF EVENT UNTIL FIVE DAYE BEFORE SHOW DUE TO OPEN. SEVERE DIF- FICULTIES ARE LIKELY TO BE ENCOUNTERED IN FUTURE, THERE- FORE, IN OBTAINING CLEARANCE OF PORT, NOT ONLY BECAUSE OF CONGESTION PROBLEMS, BUT BECAUSE OF LACK OF ORGANIZATION ON GOK SIDE. C) JAPANESE VESSEL WAS CONTR QLED BY A GOVERNMENT COMPANY WITH LONG EXPERIENCE IN FIELD. SHIP WAS ALSO SPECIALIZED FOR TRADE FAIR FUNCTIONS. WMS WOULD FACE PROBLEMS IN ORGANIZING COMPARABLE FACILITIES ON BOARD CHARTERED VESSEL, PARTICULARLY AS UNFAVORABLE COMPARISONS ARE LIKELY UNCLASSIFIED

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TO BE MADE WITH JAPANESE VESSEL.

2. PRODUCTS TO BE EXHIBITED ON VESSEL SHOULD BE CAREFULLY TARGETED FOR KUWAIT MARKET. EXPOSITION ORGANIZERS SHOULD KEEP IN MIND THAT IN KUWAIT PRICE COMPETITION IS MOST IMPORTANT FACTOR. ONE QUESTION ABOUT TRADE EXPOSITIONS OF ALL TYPES IS WHETHER THEY ARE WORTH THE EXPENSE THEY SOMETIMES ENTAIL. MANY NEW-TO-MARKET FIRMS HAVE INDICATED TO US THAT THEY WOULD PREFER TO TEST THE WATERS OF THE MIDDLE EAST MARKET IN A LESS EXPENSIVE FASHION VIA CATALOG SHOWS, INDIVIDUAL VISITS, ETC. IN LIGHT OF THIS, COMMENT TO EMBOFF BY ONE JAPANESE EMBASSY OFFICIAL IS INTERESTING: HE STATED THAT TRADE SHOW GOAL WAS NOT TO MAKE NEW SALES SO MUCH AS TO PUBLICIZE JAPANESE PRODUCTS. MOST OF PARTICIPANTS IN EXPOSITION WERE ALREADY WELL- ESTABLISHED HERE.

3. RE TIMING, TRADE MISSION ORGANIZERS SHOULD TAKE CARE

TO AVOID RAMADHAN SEASON, NOW SCHEDULED (TENTATIVELY) TO
END AROUND SEPTEMBER 17. BEGINNING OF OCTOBER THUS BETTER
TIMING THAN END OF SEPTEMBER.

4. EMBASSY EMPHASIZES THAT VISIT BY MISSION ORGANIZER
OR ADVANCE MAN LONG BEFORE SCHEDULED ARRIVAL OF SHIP IS
ABSOLUTE NECESSITY. SECURING GOK APPROVAL, AND MORE
IMPORTANT, THEIR COOPERATION AND ASSISTANCE, WILL PROVE
TO BE MAJOR DIFFICULTY OF MISSION, AS WAS SHOWN BY
JAPANESE EXPERIENCE. TRADE MISSION ORGANIZERS WILL HAVE
TO OBTAIN SPONSORSHIP OF KUWAITI FIRM TO BE ALLOWED TO
PUT ON TRADE EXPOSITION AS WELL. LOCAL FIRM ASSISTANCE
VITAL TO PUBLICITY, FOLLOW-UP WITH GOK, TECHNICAL
ARRANGEMENTS, ETC. SEVERAL VISITS BY ADVANCE MAN,
THEREFORE SHOULD BE CONTEMPLATED.

5. RE PORT FACILITIES, FRESH WATER AND FUEL ARE
READILY AVAILABLE AT SHUWEIKH PORT. USE OF LAUNCH AND
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OFFSHORE ANCHORING OF VESSEL WOULD NOT RPT NOT BE FEASIBLE
SINCE ATTENDANCE WOULD ALREADY BE LIMITED BY PORT ACCESS
DIFFICULTIES.
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